CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Dr. Fromm:

Please excuse me for not writing you sooner about the results of our broadcast on advertising.

The broadcast, "CBS Reports: You and the Commercial," and your interview were an overwhelming success. I am enclosing copies of some of the reviews and responses to the broadcast in the hope that they will please you as much as they pleased us. Mail is still flowing in from viewers and teachers who want to use the film in their organizations and classrooms.

The advertising industry reacted quite strongly with a heated editorial in Advertising Age magazine, and a detailed rebuttal from the American Advertising Federation and the American Association of Advertising Agencies. The industry requested an opportunity to broadcast a reply, but CBS News turned down the request.

It would be a great pleasure to show you the film in New York whenever you are in the city. Until you can see the film I am enclosing a transcript. Thank you once again for participating in the broadcast.

Please give my greetings to Mrs. Fromm. Our visit with you in Cuernavaca was one of the great pleasures of this broadcast.

Sincerely,

Irv Drasnin
Producer

Dr. Erich Fromm
180 Riverside Drive
New York, New York 10024

June 5, 1973